

Overview

Based on the programmatic results and the impact on the Haitian population the PROMARK project was approved for a second phase from April 2012 to April 2014. PSI/HAITI started the second phase on April 16, 2012, with some modifications to its scope of work. The objectives of the second phase are to increase and support continued use of FP and to improve the status of maternal, infant and child health while enhancing the capacity of local entities to implement high quality social marketing activities. PROMARK will continue with the reinforcement of social marketing as a viable strategy to improve the health of the Haitian people, by promoting healthy behaviors through behavior change communication (BCC), health product promotion and sales strategies.

In terms of modification we might consider the following:

- The HIV activities will no longer be part of PROMARK
- The MCH and FP budgets for the two year extension period are reduced compared to the original period.
- FOSREF and the consortium Christian AIDS / POZ are no longer our implementing partners.
- POZ will be directly contracted to provide Hotline services for FP
- The household water treatment product will no longer be in a liquid form but a tablet form called DLO LAVI Tab which makes it easier to use for the population
- A capacity building component was added in order to build local capacity of the Haitian platform allowing them to become direct recipient for USAID funds in two years.

PROMARK activities are not only reinforcing the distribution of socially marketed products but are also promoting the adoption of safe behaviors through behavior change communication messages and campaigns in the two health areas targeted by the project: family planning and child survival. The products socially marketed by the project are:

- For Family Planning: the injectable depo-provera (CONFIANCE) and the Oral contraceptive pill (PILPLAN)
- For Child Survival: oral rehydration salt (SEL LAVI) and a household water treatment product (DLO LAVI tab)

This project focuses on reaching the following target populations:

Family planning: All women of reproductive ages 15-49 years old and their partners.

Child Survival: Caretakers responsible for children under five years of age.

OBJECTIVES:

The project objectives remain the same:

- Increase **informed demand** for the products through branded and behavior change communications by focusing efforts on the significant drivers of behavior for each selected target audience identified through quantitative and qualitative research.
- **Expand the reach of the current PSI programs and activities into rural areas**, while targeting those most at risk.

PSI October 2011 – September 2012 Annual DATA

Objective	Family Planning	Program Area	Health			
Program Element		Prevention: Condom sold				
Standard Indicators			2012 Target	2012 Results	2013 Target	
1. Number of male condoms sold			4,400,000	1,748,160	4750000	
Deviation Type: (required if 10% above or below target)						
Explanation: (If results are 10% below or above target, an explanation is required. Max. 1000 characters.)						
(40%) Sales of our PANTE male condom have been difficult this year. We have discussed this in a special meeting with USAID, and are analyzing the causes to be able to further redouble our efforts to achieve targets. We do note that the introduction of the newly packaged product in December 2011 required us to sell down old stock first, resulting in very low sales in October and November. In addition, there has been a decrease in purchasing power, which may have shifted consumers to freely-distributed condoms, of which very large quantities continue to be imported and distributed by other partners. We are very proactively addressing this, and note that sales have been much stronger in the last two quarters. In addition to a restructured sales force and a higher level of promotional activity, we are also planning to use a KfW sponsored Total Condom Market Survey in order to better adapt our sales and positioning strategies to achieve our target.						

Objective	Family Planning	Program Area	Health			
Program Element		Prevention: Condom sold				
Standard Indicators			2012 Target	2012 Results	2013 Target	

2. Number of female condoms sold	55,000	11,040	N/A	
Deviation Type: (required if 10% above or below target)				
Explanation: (If results are 10% below or above target, an explanation is required. Max. 1000 characters.) (20%) Low sales of this product come from the decision to discontinue its social marketing. Thus we are selling off remaining stock, which we expect to complete shortly.				

Objective	PLANNING FAMILIAL	Program Area	Health				
Program Element							
Standard Indicators			2012 Target	2012 Results	2013 Target		
3. Number of oral contraceptive units sold							
			330,000	514,300	550,000		
Deviation Type: (required if 10% above or below target)							
Explanation: (If results are 10% below or above target, an explanation is required. Max. 1000 characters.) (156%) We surpassed the sales target due to several specific measures, including a product repositioning (new look packaging and promotional messaging), as well as two major promotion campaigns launched in the beginning of the year. We intend to build on this success.							

Objective	PLANNING FAMILIAL	Program Area	Health
Program Element			

Standard Indicators		2012 Target	2012 Results	2013 Target	
4. Number of injectable contraceptive units sold		192,500	203,000	205,000	
Deviation Type: (required if 10% above or below target)					
Explanation: (If results are 10% below or above target, an explanation is required. Max. 1000 characters.)					
(105%) We surpassed the sales target due to several specific measures, including a product repositioning (new look packaging and promotional messaging), as well as two major promotion campaigns launched in the beginning of the year. We intend to build on this success.					
Objective	PLANNING FAMILIAL	Program Area	Health		
Program Element					
Standard Indicators		2012 Target	2012 Results	2013 Target	
5. Number of people receiving information about Family planning through IPC		115,800	105,573	70,960	
Deviation Type: (required if 10% above or below target)					
Explanation: (If results are 10% below or above target, an explanation is required. Max. 1000 characters.)					
(91%)					

Objective	PLANNING FAMILIAL	Program Area	Health			
Program Element						
Standard Indicators			2012 Target	2012 Results	2013 Target	

6. Number of people trained in Family planning		120	117	550	
Deviation Type: (required if 10% above or below target)					
Explanation: (If results are 10% below or above target, an explanation is required. Max. 1000 characters.)					
(97%)					
Objective	PLANNING FAMILIAL	Program Area	Health		
Program Element					
Standard Indicators		2012 Target	2012 Results	2013 Target	
7. Number of women support groups put in place to help women use correctly FP method		56	50	10	
Deviation Type: (required if 10% above or below target)					
Explanation: (If results are 10% below or above target, an explanation is required. Max. 1000 characters.)					
(89%)					

Objective	PLANNING FAMILIAL	Program Area	Health			
Program Element						
Standard Indicators			2012 Target	2012 Results	2013 Target	
8. Couple Year Protection (CYP) provided through contraceptive sales			107,250	96,697	127,500	

Deviation Type: (required if 10% above or below target)	
Explanation: (If results are 10% below or above target, an explanation is required. Max. 1000 characters.)	
(90%) This indicator is related to our data sales for FP products Pills and Injectables, male and female condoms.	

Objective	CHILD SURVIVAL	Program Area	Health				
Program Element							
Standard Indicators			2012 Target	2012 Results	2013 Target		
9. Number of branded ORS product units sold			200,000	195,840	300,000		
Deviation Type: (required if 10% above or below target)							
Explanation: (If results are 10% below or above target, an explanation is required. Max. 1000 characters.)							
(98%)							

Objective	CHILD SURVIVAL	Program Area	Health			
Program Element						
Standard Indicators			2012 Target	2012 Results	2013 Target	
10. Number of branded clean water product units sold			0	0	3,000,000	

Deviation Type: (required if 10% above or below target)				
Explanation: (If results are 10% below or above target, an explanation is required. Max. 1000 characters.)				
(0%) In consultation with USAID we decided to shift from a liquid to a tablet form of this product. It was necessary to sell down old stocks, and then be sure that the project would be extended before engaging the costs of the new product and packaging. Now that the project is renewed, we have ordered the product and the packaging and will launch the tablet form as soon as the imported product is available. At that point we expect to achieve the 2013 target.				
Objective	CHILD SURVIVAL	Program Area	Health	
Program Element				
Standard Indicators		2012 Target	2012 Results	2013 Target
11. Number of people trained for SWS		65	60	400
Deviation Type: (required if 10% above or below target)				
Explanation: (If results are 10% below or above target, an explanation is required. Max. 1000 characters.)				
(92%)				

Objective	CHILD SURVIVAL	Program Area	Health				
Program Element							
Standard Indicators			2012 Target	2012 Results	2013 Target		
12. Number of people receiving information about safe water through IPC			60000	70,058	50,800		
Deviation Type: (required if 10% above or below target)							

Explanation: (If results are 10% below or above target, an explanation is required. Max. 1000 characters.)

(117%)

Due to the persistent sporadic cholera epidemic, PSI has continued to intervene in partnership with MSPP to reinforce our activities in exposed areas.

Objective	CHILD SURVIVAL	Program Area	Health				
Program Element							
Standard Indicators			2012 Target	2012 Results	2013 Target		
13. Number of women support groups put in place to help support safe water (the use of ORS and Dlo lavi) to treat and avoid diarrhea			56	50	10		
Deviation Type: (required if 10% above or below target)							
Explanation: (If results are 10% below or above target, an explanation is required. Max. 1000 characters.)							
(89%)							

Objective	SOCIAL MARKETING	Program Area	Health				
Program Element							
Standard Indicators			2012 Target	2012 Results	2013 Target		
14. Number of new wholesalers delivering MS products			108	132	140		
Deviation Type: (required if 10% above or below target)							

Explanation: (If results are 10% below or above target, an explanation is required. Max. 1000 characters.)

(122%)

PSI while revamping its sales network put the focus on increasing the number of wholesalers which are the backbone of the new sales strategy. PSI has taken the opportunity to have more partners than expected, and by doing so comfortably increases its national coverage for all its products. PSI is also reinforcing its relationship with the partners by officially signing MOUs and providing training to them.

Objective	SOCIAL MARKETING	Program Area	Health				
Program Element							
Standard Indicators			2012 Target	2012 Results	2013 Target		
15. Number of special events/mass activities conducted/Cine mobile			25	22	60		
Deviation Type: (required if 10% above or below target)							
Explanation: (If results are 10% below or above target, an explanation is required. Max. 1000 characters.)							
(88%)							

Objective	SOCIAL MARKETING	Program Area	Health				
Program Element							
Standard Indicators			2012 Target	2012 Results	2013 Target		
16. Number of people reach through mass sensitization activities			15,000	14,550	180,000		

Deviation Type: (required if 10% above or below target)	
Explanation: (If results are 10% below or above target, an explanation is required. Max. 1000 characters.)	
(97%)	

Objective	SOCIAL MARKETING	Program Area	Health			
Program Element						
Standard Indicators			2012 Target	2012 Results	2013 Target	
17. Number of promotional activities realized for our branded products						
			400	376	500	
Deviation Type: (required if 10% above or below target)						
Explanation: (If results are 10% below or above target, an explanation is required. Max. 1000 characters.)						
(94%)						

Objective	SOCIAL MARKETING	Program Area	Health			
Program Element						
Standard Indicators			2012 Target	2012 Results	2013 Target	
18. Number of persons reached through the promotional activities for our branded products			200,000	189,097	350,000	

Deviation Type: (required if 10% above or below target)	
Explanation: (If results are 10% below or above target, an explanation is required. Max. 1000 characters.)	
(94%)	